

ESTTA Tracking number: **ESTTA622311**

Filing date: **08/19/2014**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

Proceeding	91212477
Party	Plaintiff Balance Bar Company
Correspondence Address	R GLENN SCHROEDER SCHROEDER LAW PC 110 COOPER STREET , #605 BABYLON, NY 11702 UNITED STATES docket@schroederlawpc.com,gschroeder@schroederlawpc.com
Submission	Plaintiff's Notice of Reliance
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Signature	/r. glenn schroeder/
Date	08/19/2014
Attachments	Opposer's_Second_Notice_of_Reliance.pdf(5135008 bytes )

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In re Application Serial No. 85/751,520  
Published for Opposition on March 19, 2013  
Trademark: EARTH BALANCE

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BALANCE BAR COMPANY,

Opposer,

v.

GFA BRANDS, INC.,

Applicant.

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Opposition No. 91212477

**OPPOSER'S SECOND NOTICE OF RELIANCE**


Pursuant to Rule 2.122(e) of the Trademark Rules of Practice, Opposer, Balance Bar Company, hereby submits, makes of record in connection with this opposition proceeding, and notifies Applicant of its reliance upon the attached select pages from the website balance.com printed on May 24, 2014, and upon the attached select pages from the website balance.com printed on August 18, 2014, which are admissible under the foregoing authority as a printed publication in general circulation. These select pages are relevant to this proceeding because, among other things, they show usage of Opposer's marks, as well as the products upon which such marks are used.

True and correct copies of the select pages printed on May 24, 2014 are attached hereto as Exhibit B1, and true and correct copies of the select pages printed on August 18, 2014 are attached hereto as Exhibit B2.

Respectfully submitted,

BALANCE BAR COMPANY

Dated: 19 August 2014

By:   
\_\_\_\_\_  
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Attorney for Opposer

**CERTIFICATE OF SERVICE**

I hereby certify that a copy of the foregoing OPPOSER'S SECOND NOTICE OF RELIANCE has been served via e-mail and first-class mail this 19<sup>th</sup> day of August, 2014 upon the following:

Johanna Wilbert, Esq.  
Quarles & Brady LLP  
411 East Wisconsin Avenue  
Milwaukee, WI 53202  
[johanna.wilbert@quarles.com](mailto:johanna.wilbert@quarles.com)



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R. Glenn Schroeder

# **EXHIBIT B1**



## Have you found your Balance?™



## HAVE YOU FOUND YOUR BALANCE?™

Every delicious Balance Bar has 40-30-30 nutrition.

This ideal caloric ratio (40% of calories from carbohydrates, 30% from protein and 30% from dietary fat) gives you energy that lasts so you can Find your Balance™ every day.

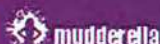


**FIND YOUR BALANCE™**



Get muddy. Get Inspired.  
Win Mudderella tickets,  
enjoy Balance Bars®  
and live life to the fullest!

**JOIN US!**



### BALANCE BAR® DARK

Tempt your dark side with these rich, dark chocolatey snacks, made with Rainforest Alliance Certified™ Cocoa and gluten free.

**GO**



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Home » [Varieties](#)

## The Perfect Ratio of Great Taste, Quality Nutrition & Lasting Energy...

...all in one convenient bar that's as on-the-go as you. Work meetings, running errands, dinner dates, picking up the kids, squeezing in a quick workout – no matter what fills your days and nights, **Balance Bar®** has just what you need to keep up with it all. Nutrition has never been so delicious!

With four unique formulas and tons of scrumptious flavors, picking your favorite might be hard to do. But hey – you never know until you try this healthy snack food!

Discover your favorite Balance Bar® flavors.



### Balance Bar® Dark

Gluten Free  
Rainforest Alliance Certified™ Cocoa  
Balance® 40-30-30 nutrition  
High energy food  
Healthy snack alternative

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### Balance Bar® Original

Balance® 40-30-30 nutrition  
High energy food  
Healthy snack alternative

[Shop Now](#)



### Balance Bar® Gold

Balance® 40-30-30 nutrition  
Three indulgent layers  
High energy food  
Healthy snack alternative

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### Balance Bar® Bare

Trail mix inspired  
Whole grains  
High energy food  
Healthy snack alternative

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[Home](#) » [Varieties](#) » [Dark](#) » [Dark Chocolate Coconut Balance Bar](#)

## Dark Chocolate Coconut Balance Bar

Calling all coconut lovers! This delicious, gluten-free snack combines smooth, rich dark chocolate with the lightly sweet flavor of fresh coconut. It's also packed with nutritious protein and fiber—making it a sweet, guilt-free treat you're sure to love.

### Nutrition at a Glance:

- Gluten Free
- Rainforest Alliance Certified™ Cocoa
- 4g Fiber
- 13g Protein
- 180 Calories
- Balance® 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D



[Buy Now](#)

[View Full Dark Chocolate Coconut Balance Bar Nutrition Facts](#)



You might also enjoy these Balance Bar flavors:

- [Dark Chocolate Crunch Balance Bar](#) »
- [Dark Chocolate Peanut Balance Bar](#) »

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[Home](#) » [Varieties](#) » [Dark](#) » [Dark Chocolate Crunch Balance Bar](#)

## Dark Chocolate Crunch Balance Bar

Talk about a dark chocolate lover's dream! This Balance Bar favorite layers smooth, dark chocolate over a crunchy cookie base and covers both with a rich, dark chocolate coating. Is your mouth watering? Then you'll also love that they're gluten free and packed with enough nutritious protein and fiber to keep you moving. Happy snacking!

### Nutrition at a Glance:

- Gluten Free
- Rainforest Alliance Certified™ Cocoa
- 4g Fiber
- 13g Protein
- 180 Calories
- Balance® 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D



[Buy Now](#)

[View Full Dark Chocolate Crunch Balance Bar Nutrition Facts](#)



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[Home](#) » [Varieties](#) » [Dark](#) » [Dark Chocolate Peanut Balance Bar](#)

## Dark Chocolate Peanut Balance Bar

If you love dark chocolate and peanuts, consider this your lucky day! These gluten-free bars combine smooth dark chocolate with the nutritious crunch of fresh peanuts for a salty-sweet snack your taste buds will love. Not to mention they're a good source of balanced nutrition—making each bar the ultimate win-win snack.

### Nutrition at a Glance:

- Gluten Free
- Rainforest Alliance Certified™ Cocoa
- 4g Fiber
- 13g Protein
- 180 Calories
- Balance® 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D



[Buy Now](#)

[View Full Dark Chocolate Peanut Balance Bar Nutrition Facts](#)



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- [Dark Chocolate Coconut Balance Bar](#) »
- [Dark Chocolate Crunch Balance Bar](#) »

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Home » Varieties » Original » Almond Brownie

## Almond Brownie Balance Bar

Our Almond Brownie Balance Bar has been improved with bigger almond pieces and a better brownie texture, making it your go-to snack when you need chocolate, almond and energy! Crunchy, nutritious almonds combine with rich chocolate brownie flavor to create a deliciously satisfying and healthy snack perfect for any time of day (or night).

### Nutrition at a Glance:

- 14g Protein
- 190 Calories
- Balance® 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals



Buy Now

View Full Almond Brownie Balance Bar Nutrition Facts



You might also enjoy these Balance Bar flavors:

- [Cookie Dough Balance Bar Original »](#)
- [Caramel Nut Blast Balance Bar Gold »](#)

Dark

Original

Almond Brownie

Chocolate Craze

Chocolate Raspberry

Cookie Dough

Double Chocolate Brownie

Honey Peanut

Mocha Chip

Peanut Butter

Yogurt Honey Peanut

See All

Gold

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[Home](#) » [Varieties](#) » [Original](#) » [Chocolate Craze](#)

## Chocolate Craze Balance Bar

Chocolate lovers, look no further. This improved chocolate Balance Bar now has even more decadent chocolate and a smoother texture. It's a nutritious, high energy snack loaded with tons of rich, chocolatey taste. Caution: You'll go crazy for it!

### Nutrition at a Glance:

- 14g Protein
- 200 Calories
- Balance® 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals



[Buy Now](#)

[View Full Chocolate Craze Balance Bar Nutrition Facts](#)



You might also enjoy these Balance Bar flavors:

- [Sweet & Salty Chocolate Almond Balance Bar Bare](#) »
- [Dark Chocolate Crunch Bar](#) »

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Home » Varieties » Original » **Chocolate Raspberry**

## Chocolate Raspberry Balance Bar

Are you ready for a match made in snack heaven? These scrumptious 180-calorie bars combine rich, decadent chocolate with just the right hint of sweet raspberry flavor for a taste that's beyond delicious. Plus, they're gluten free and packed with long-lasting energy and balanced nutrition. Talk about a dessert worth indulging in!

### Nutrition at a Glance:

- Gluten Free
- 4g Fiber
- 13g Protein
- 180 Calories
- Balance® 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals



Buy Now

[View Full Chocolate Raspberry Balance Bar Nutrition Facts](#)



You might also enjoy these Balance Bar flavors:

- [Chocolate Craze Balance Bar »](#)
- [Lemon Meringue Crunch Balance Bar Gold »](#)

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[Home](#) » [Varieties](#) » [Original](#) » [Cookie Dough](#)

## Cookie Dough Balance Bar

Who says cookie dough can't be good for you? Get lasting energy from the rich, yet nutritious, flavors of chocolate chip cookie dough in this lip-smackingly tasty bar.

### Nutrition at a Glance:

- 15g Protein
- 210 Calories
- Balance® 40-30-30 Nutrition
- Low Glycemic Index (GI)
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals



[Buy Now](#)

[View Full Cookie Dough Balance Bar Nutrition Facts](#)



You might also enjoy these Balance Bar flavors:

- [Double Chocolate Brownie Balance Bar Original](#) »
- [S'mores Balance Bar Gold](#) »

Dark

Original

[Almond Brownie](#)

[Chocolate Craze](#)

[Chocolate Raspberry](#)

[Cookie Dough](#)

[Double Chocolate Brownie](#)

[Honey Peanut](#)

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Gold

Bare

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Home » Varieties » Original » Double Chocolate Brownie

## Double Chocolate Brownie Balance Bar

Talk about a trip to chocolate heaven! Rich chocolate brownie flavor with decadent chocolate chips is topped with yet another drizzle of chocolatey goodness, creating this on-the-go high energy bar without the sugar crash of a candy bar.

### Nutrition at a Glance:

- 14g Protein
- 200 Calories
- Balance® 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals



Buy Now >

View Full Double Chocolate Brownie Balance Bar Nutrition Facts



You might also enjoy these Balance Bar flavors:

- [Chocolate Mint Cookie Crunch Balance Bar Gold »](#)
- [Sweet & Salty Chocolate Almond Balance Bar Bare »](#)

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Home » Varieties » Original » Honey Peanut

## Honey Peanut Balance Bar

Honey and peanuts with a delicious chocolate coating - what more could you ask for? Oh, you want balanced nutrition and lasting energy? Try our Honey Peanut Balance Bar and consider it done.

### Nutrition at a Glance:

- 15g Protein
- 200 Calories
- Balance® 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals



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View Full Honey Peanut Balance Bar Nutrition Facts



You might also enjoy these Balance Bar flavors:

- Chocolate Peanut Butter Balance Bar Gold »
- Yogurt Honey Peanut Balance Bar Original »

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Home » Varieties » Original » Mocha Chip

## Mocha Chip Balance Bar

Your favorite café beverage has never been so healthy! The delectable chocolate flavored chips you love combine with a twist of rich mocha flavor to create this intensely rich tasting energy bar. Our Mocha Chip Balance Bar will be your new coffee shop substitute!

### Nutrition at a Glance:

- 15g Protein
- 200 Calories
- Balance® 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals



Buy Now

[View Full Mocha Chip Balance Bar Nutrition Facts](#)



You might also enjoy these Balance Bar flavors:

- [Double Chocolate Brownie Balance Bar Original »](#)
- [Chocolate Mint Cookie Crunch Balance Bar Gold »](#)

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Home » Varieties » Original » Peanut Butter

## Peanut Butter Balance Bar

Savor the creamy taste of protein-packed peanut butter in this crave-able peanut butter energy bar. Then try to say "protein-packed peanut butter" five times fast...after you've cleaned off the roof of your mouth, of course.

### Nutrition at a Glance:

- 15g Protein
- 200 Calories
- Balance® 40-30-30 Nutrition
- Low Glycemic Index (GI)
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals



Buy Now >

View Full Peanut Butter Balance Bar Nutrition Facts



### You might also enjoy these Balance Bar flavors:

- Caramel Nut Blast Balance Bar Gold »
- Sweet & Salty Peanut Butter Balance Bar Bare »

Dark

Original

Almond Brownie

Chocolate Craze

Chocolate Raspberry

Cookie Dough

Double Chocolate Brownie

Honey Peanut

Mocha Chip

Peanut Butter

Yogurt Honey Peanut

See All

Gold

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[Home](#) » [Varieties](#) » [Original](#) » [Yogurt Honey Peanut](#)

## Yogurt Honey Peanut Balance Bar

It's the honey peanut combination you love, but wrapped in a delicious yogurt flavored coating to create an energy bar that will keep you coming back for more.

### Nutrition at a Glance:

- 15g Protein
- 200 Calories
- Balance® 40-30-30 Nutrition
- Low Glycemic Index (GI)
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals



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[View Full Yogurt Honey Peanut Balance Bar Nutrition Facts](#)



You might also enjoy these Balance Bar flavors:

- [Lemon Meringue Crunch Balance Bar Gold](#) »
- [Peanut Butter Balance Bar Original](#) »

[Dark](#)

[Original](#)

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[Chocolate Craze](#)

[Chocolate Raspberry](#)

[Cookie Dough](#)

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Home » Varieties » Gold » Caramel Nut Blast

## Caramel Nut Blast Balance Bar

Creamy caramel and crunchy peanuts combine with a rich chocolate coating to create a taste so decadent, you'll forget how good for you this caramel and chocolate energy bar really is.

### Nutrition at a Glance:

- 14g Protein
- 210 Calories
- Balance® 40-30-30 Nutrition
- Low Glycemic Index (GI)
- Excellent Source of Antioxidants & Vitamin D
- 24 Vitamins & Minerals



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View Full Caramel Nut Blast Balance Bar Nutrition Facts



You might also enjoy these Balance Bar flavors:

- [Dark Chocolate Peanut Balance Bar »](#)
- [Yogurt Honey Peanut Balance Bar Original »](#)

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[Home](#) » [Varieties](#) » [Gold](#) » [Chocolate Mint Cookie Crunch](#)

## Chocolate Mint Cookie Crunch Balance Bar

Here's a refreshing new take on a classic. We've added a crunchier cookie base and more mint flavor to this delicious chocolate cookie bar. The chocolate and cool mint come together in a satisfyingly crunchy delight for a perfect chocolate mint Balance Bar.

### Nutrition at a Glance:

- 14g Protein
- 200 Calories
- Balance® 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals



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You might also enjoy these Balance Bar flavors:

- [S'mores Balance Bar Gold](#) »
- [Mocha Chip Balance Bar Original](#) »

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Home » Varieties » Gold » [Chocolate Peanut Butter](#)

## Chocolate Peanut Butter Balance Bar

Chocolate and peanut butter were made for each other. These two irresistible ingredients combine with improved texture and a more indulgent taste to give you the sweetness you need to satisfy your sweet tooth, followed by lasting energy in this Chocolate Peanut Butter Balance Bar.

### Nutrition at a Glance:

- 14g Protein
- 200 Calories
- Balance® 40-30-30 Nutrition
- Low Glycemic Index (GI)
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals



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- [Cookie Dough Balance Bar Original](#)
- [Chocolate Craze Balance Bar Original](#)

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[Home](#) » [Varieties](#) » [Gold](#) » [Lemon Meringue Crunch](#)

## Lemon Meringue Crunch Balance Bar

No pie we've ever tried came with the satisfying crunch and nutritional punch delivered by this energy bar. Enjoy a crunchy cookie layer topped with light & delicious whipped meringue filling, all surrounded by a lemon flavored yogurt coating that makes our Lemon Meringue Crunch Balance Bar better for you than any pie.

### Nutrition at a Glance:

- 14g Protein
- 200 Calories
- Balance® 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals



[Buy Now](#)

[View Full Lemon Meringue Crunch Balance Bar Nutrition Facts](#)



You might also enjoy these Balance Bar flavors:

- [Peanut Butter Balance Bar Original](#) »
- [Chocolate Mint Cookie Crunch Balance Bar Gold](#) »

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## S'mores Balance Bar

Now the delicious campfire treat you love is available as a nutritious energy bar. A crunchy layer of graham cracker is topped with a light marshmallow filling and coated with scrumptious milk chocolate to complete our delicious new S'mores Balance Bar.

### Nutrition at a Glance:

- 14g Protein
- 200 Calories
- Balance® 40-30-30 Nutrition
- Excellent Source of Antioxidants & Vitamin D
- 23 Vitamins & Minerals



[View Full S'mores Balance Bar Nutrition Facts](#)



You might also enjoy these Balance Bar flavors:

- [Lemon Meringue Crunch Balance Bar Gold](#) »
- [Chocolate Peanut Butter Balance Bar Gold](#) »

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[Home](#) » [Varieties](#) » [Bare](#) » [Sweet & Salty Chocolate Almond](#)

## Sweet & Salty Chocolate Almond Balance Bar

[Dark](#)  
[Original](#)  
[Gold](#)  
[Bare](#)

[Sweet & Salty Chocolate Almond](#)

[Sweet & Salty Peanut Butter](#)

[See All](#)

Sweet, meet Salty. Salty, meet Sweet. Rich chocolatey flavor spends quality time with real almonds and whole grain oats. Our Sweet & Salty Chocolate Almond Balance Bar is a delicious combination that delivers all the energy you need.

### Nutrition at a Glance:

- 15g Protein
- 200 Calories
- 6g Whole Grain
- 5g Fiber
- Excellent Source of Antioxidants
- 19 Vitamins & Minerals



[Buy Now](#)

[View Full Sweet & Salty Chocolate Almond Balance Bar Nutrition Facts](#)



You might also enjoy these Balance Bar flavors:

- [Chocolate Craze Balance Bar Original](#) »
- [S'mores Balance Bar Gold](#) »

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[Home](#) » [Varieties](#) » [Bare](#) » [Sweet & Salty Peanut Butter](#)

## Sweet & Salty Peanut Butter Balance Bar

Real roasted peanuts and creamy peanut butter flavor combine with the whole grain goodness of rolled oats to provide a perfectly balanced sweet and salty Balance Bar snack, with energy to spare.

### Nutrition at a Glance:

- 15g Protein
- 200 Calories
- 6g Whole Grain
- 5g Fiber
- Excellent Source of Antioxidants
- 19 Vitamins & Minerals



[Buy Now](#)

[View Full Sweet & Salty Peanut Butter Balance Bar Nutrition Facts](#)



You might also enjoy these Balance Bar flavors:

- [Almond Brownie Balance Bar Original](#) »
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[Home » Nutrition](#)

## Nutrition



**Balance Bar®** energy bars are packed with delicious flavor and loaded with Balance® 40-30-30 nutrition. So that makes them nutrition bars as well. Learn more about what your favorite **Balance Bar®** flavor has to offer by exploring the complete nutrition information available below.

### Balance Bar® Dark

- [Dark Chocolate Coconut Balance Bar »](#)
- [Dark Chocolate Crunch Balance Bar »](#)
- [Dark Chocolate Peanut Balance Bar »](#)

### Balance Bar® Original

- [Almond Brownie Balance Bar »](#)
- [Chocolate Craze Balance Bar »](#)
- [Chocolate Raspberry Balance Bar »](#)
- [Cookie Dough Balance Bar »](#)
- [Double Chocolate Brownie Balance Bar »](#)
- [Honey Peanut Balance Bar »](#)
- [Mocha Chip Balance Bar »](#)
- [Peanut Butter Balance Bar »](#)
- [Yogurt Honey Peanut Balance Bar »](#)

### Balance Bar® Gold

- [Caramel Nut Blast Balance Bar »](#)
- [Chocolate Mint Cookie Crunch Balance Bar »](#)
- [Chocolate Peanut Butter Balance Bar »](#)
- [Lemon Meringue Crunch Balance Bar »](#)
- [S'mores Balance Bar »](#)

### Balance Bar® Bare

- [Sweet & Salty Chocolate Almond Balance Bar »](#)
- [Sweet & Salty Peanut Butter Balance Bar »](#)

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## Meet Balance Bar



**Balance Bar** was one of the originators of energy bars and the nutrition bar category. Founded in 1992 by a group of sports enthusiasts, scientists and people with a passion for life in Santa Barbara, CA, Balance Bar continues to be run by people with the same passion and mission today that started it all. Rooted in a winning formula, the Balance® 40-30-30 nutrition principle provides long-lasting energy. **Balance Bar** has since added several flavors, styles and formats of energy bars to make nutrition easy and delicious for everyone.

As a small company, we've never lost sight of our original purpose: to help create **balance**. That foundation is where it all began and it's where we got our name - it means something to us. We live to enjoy life and all it has to offer, but know that maintaining a healthy lifestyle can help us do more. We hope you join us on the journey!

### Where To Find Us:

Balance Bar® products can be found at your favorite national and regional retailers, or you can [shop our full line of bars right here.](#)

### Our Mission:

To inspire our consumers to lead active, well-rounded lives by providing... [read more »](#)

### 40-30-30 Nutrition:

Our products are crafted to provide long-lasting energy, not to create a sugar rush... [read more »](#)

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# **EXHIBIT B2**

# Balance<sup>bar</sup>

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OUR 40-30-30 NUTRITION

IS MADE FOR YOU, 40-30-30 LIFE



## Life at its Fullest

Our 40-30-30 nutrition bars are made for your 40-30-30 life. They're a deliciously perfect ratio of carbohydrates, protein and dietary fat, all wrapped up for easy enjoyment on-the-go. Both great-tasting and nutritionally rich, Balance Bars® are the smart snack for those who live today and love tomorrow.

### Balance Bar® Summer Shape Up Challenge

Check out these fun tips to help you get moving and get fit this summer!



Shape Up!



## The Weekly Bite

### Staying Balanced as Summer Ends

August 12, 2014

Posted in: **Health & Fitness**

Part of why it's so hard for people to get back into shape when summer comes along is because they let themselves go once the weather cools down, either with their work out regimens or with their...

[Read More](#)

## Our Story

Created in Santa Barbara, CA by people who care about great taste and good-for-you nutrition, Balance Bar® has been ahead of the game since 1992. And ever since then, every nutritious energy bar we've made has been crafted with deliciously wholesome ingredients to help you live today and love tomorrow. But you don't have to take our word for it, take a bite and see for yourself!

[Where To Buy Balance Bars](#)

## Sign Up. Get Perks.

We're always in your corner, and now we can also be in your inbox. Get a jumpstart on special offers, our latest nutrition bar flavor news and expert advice.

It's not a newsletter, it's a perksletter – and your first perk is practically on its way already.

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Balance<sup>bar</sup>

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# Our Products

Looking for a nutritious snack alternative with the perfect balance of great taste and lasting energy? Well, you came to the right place. We have a variety of smart and tasty Balance Bar® options for every personality! Use the filter below to find the ideal Balance Bar® products to suit your needs and your taste buds.

Check the Boxes Below to Discover Your Favorite Balance Bar® Flavors

Showing 21 product(s)

## Select Your Style

Original

Gold

Dark

Bare

## Talk to my Taste Buds

## Total Texture



Almond Brownie Balance Bar®

Almonds and chocolate. Crunchy and chewy. Less than 200 calories but high in protein. Packed with decadent brownie flavor and built with the principles of the 40-30-30 plan, this nutritious chocolate snack has it all!



Balance® bare Mixed Berry Nut

This isn't your average energy bar. This is a chewy, crunchy anytime delight, packed with delicious and nutritious real whole foods. And not only did we build this bar with the ingredients you love, we left out the stuff you don't. Mixed Berry Nut is Non-GMO, gluten free, soy free and dairy free. It all adds up to a bar so berry delicious, you'll go nuts for it!

## Balanced Nutrition

## Show Me What You're Made Of

## Dietary Details

## Sensibly Sustainable



Balance® bare Sea Salt Caramel Nut

Let's say you've got a hankering for a snack. Want something crunchy? Chewy? Sweet? Salty? Well, as long as you've got one of these crave-conquerors around, you're good to go! Packed with deliciously simple ingredients and Non-GMO, gluten free and soy free, this bar is a snack-time superstar.



Balance® bare Sweet & Spicy Nut

Need a little pep in your morning step? Some afternoon spice sound pretty nice? Balance® bare to the rescue. This bold, exciting flavor combo is the perfect pick-me-up any time of day. It's also made with deliciously simple, nutritiously energizing ingredients that are Non-GMO, gluten free, soy free and dairy free. So if you like a little heat with your sweet, this bar can't be beat!



Caramel Nut Blast Balance Bar®

Creamy, crunchy and packed with a blast of energy and nutrition that can help you outlast the day. Delicious, not too sweet and nutritionally sound—now that's what we call balance.



Chocolate Craze Balance Bar®

It may seem too good to be true, but one bite of this decadent delight and you'll be convinced this energy-packed, nutritious chocolate bar is for real! But don't take our word for it—see for yourself what the craze is about.



Chocolate Mint Cookie Crunch Balance Bar®

Go for the gold with this tempting, chocolatey flavor and crunchy cookie base combination that is simply mint to be! Refresh your taste buds and recharge your energy supply with this nutritious treat.



**Chocolate Peanut Butter Balance Bar®**

Chocolate and peanut butter—soulmates, sweethearts, the original BFFs. These two flavors were made for each other, and we've complemented this delicious duet with the vitamins, minerals and balanced nutrition of a 40-30-30 nutrition bar. Enjoy!

**Chocolate Raspberry Balance Bar®**

An irresistibly decadent dessert. A wholesome indulgence. Packed full of wholesome nutrition. Some might call it too good to be true, we call it living the balanced life. Unwrap this delicious Chocolate Raspberry Balance Bar® anytime to treat your taste buds and give your body a boost.

**Cookie Dough Balance Bar®**

Chocolately chips are speckled throughout this charmingly chewy, energy-packed bar. And while your taste buds delight in delicious cookie dough, your body gets a boost from the 40-30-30 nutrition plan and essential vitamins and minerals.

**Dark Chocolate Caramel Macchiato Balance Bar®**

If you're a dark chocolate and coffee lover, today just got a whole lot sweeter! Made with the rich flavor of roasted coffee and the sweetness of caramel, these dark chocolate snacks are the perfect pick-me-up for any part of your day. Crafted with balanced nutrition, a good source of fiber and packed with protein, they're the answer to your coffee AND energy cravings.

**Dark Chocolate Coconut Balance Bar®**

The perfect nutritious gluten-free snack for cocoa nuts and coconut lovers alike! Indulge in this temptingly tasty treat while nourishing your body with nutritious protein and fiber. That's what we call balance.



**Dark Chocolate Crunch Balance Bar®**

You're looking at more than just a nutritious, gluten-free energy bar. This is a deliciously smooth layer of dark chocolate over a crunchy cookie base. At 180 balanced calories, this dark chocolate lover's delight contains fiber and is packed with protein and antioxidants to help refuel your body.

**Dark Chocolate Peanut Balance Bar®**

A dark chocolate peanut energy bar with a boost of antioxidants. Deliciously sweet and salty. Chewy with a captivating crunch. Gluten-free and a good source of fiber. The good life is all about balance.

**Double Chocolate Brownie Balance Bar®**

Let's be honest, here. The best thing to pair with chocolate is...more chocolate! And unlike a candy bar, this rich, nutritious chocolate snack is packed with the vitamins and minerals your body needs to take on the day. It's extra delicious after a few seconds in the microwave, too!

**Honey Peanut Balance Bar®**

What do you call the delicious honey peanut energy bar who took a delightful dip in chocolate? A quick breakfast. A seriously smart snack. Or a nutritious dessert. A bar this delicious and nutritious is no joke!

**Lemon Meringue Crunch Balance Bar®**

My oh my, do we love pie! However, we're not so crazy about the extra calories and sugar overload that come along with each hefty slice. So next time you get a craving for something sweet, unwrap this Balance Gold bar to dazzle your taste buds and refuel your body with balanced nutrition.

**Mocha Chip Balance Bar®**

Craving a calorie-packed blended café beverage? Instead, unwrap one of these chewy, chocolately delights with a mocha twist. Packed with lasting energy and balanced nutrition to help you take on whatever the day may bring.

**Peanut Butter Balance Bar®**

Packed with protein, rich with peanut buttery goodness. This all-star bar can be a great addition to your eating and exercise regimen, a satisfying anytime snack, or a delicious dessert.

**S'mores Balance Bar®**

Graham cracker crunch. Marshmallow fluffiness. Chocolatey richness. All wrapped up with the nutritional balance your body needs for lasting energy. Grab a S'mores Balance Bar, take a bite and take on what's next.

**Yogurt Honey Peanut Balance Bar®**

Our classic honey and peanut combo, deliciously dressed up in a creamy yogurt coating. Searching for satisfyingly scrumptious and nutritious snack ideas? We've got you covered.

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# Balance<sup>®</sup> bare<sup>®</sup>

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## Balance<sup>®</sup> bare Mixed Berry Nut

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This isn't your average energy bar. This is a chewy, crunchy anytime delight, packed with delicious and nutritious real whole foods. And not only did we build this bar with the ingredients you love, we left out the stuff you don't. Mixed Berry Nut is Non-GMO, gluten free, soy free and dairy free. It all adds up to a bar so berry delicious, you'll go nuts for it!



### Nutrition At A Glance:

160 Calories

4g Protein

3g Fiber

Non-GMO

Gluten Free

Soy Free

[Check Out The Full Nutrition Facts](#)

Dairy Free

## You Might Also Like...



Balance® bare Sea Salt  
Caramel Nut



Balance® bare Sweet &  
Spicy Nut

## Consumer reviews

Overall Rating

0.0 | 0 Reviews | [Write A Review »](#)

Sort by:

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## Balance<sup>®</sup> bare Sea Salt Caramel Nut

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Let's say you've got a hankering for a snack. Want something crunchy? Chewy? Sweet? Salty? Well, as long as you've got one of these crave-conquerors around, you're good to go! Packed with deliciously simple ingredients and Non-GMO, gluten free and soy free, this bar is a snack-time superstar.

### Nutrition At A Glance:

160 Calories

5g Protein

3g Fiber

Non-GMO

Gluten Free

Soy Free

[Check Out The Full Nutrition Facts](#)

## You Might Also Like...



**Balance® bare Mixed  
Berry Nut**



**Balance® bare Sweet &  
Spicy Nut**

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## Balance<sup>®</sup> bare Sweet & Spicy Nut

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Need a little pep in your morning step? Some afternoon spice sound pretty nice? Balance® bare to the rescue. This bold, exciting flavor combo is the perfect pick-me-up any time of day. It's also made with deliciously simple, nutritiously energizing ingredients that are Non-GMO, gluten free, soy free and dairy free. So if you like a little heat with your sweet, this bar can't be beat!



### Nutrition At A Glance:

160 Calories

4g Protein

3g Fiber

Non-GMO

Gluten Free

Soy Free

[Check Out The Full Nutrition Facts](#)

Dairy Free

## You Might Also Like...



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Balance® bare Sea Salt  
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# What's Happening

These are exciting times here at Balance Bar, and we're delighted to share our latest, greatest, and most delicious announcements with you. Check back frequently to find out the scoop on what's new!



## Help Make Waves in the Fight Against Cancer

Join us and Swim Across America (SAA), a non-profit organization that organizes open-water and pool swims to help raise money and awareness for cancer research, prevention and treatment.

[Learn More](#)



## Get Fit With The Balance Bar® Summer Shape Up Challenge!

Fitness is always in season, and summer is the season of shorts, tank tops and hanging out on the beach! So to help you stay fit, we're hosting the Balance Bar® Summer Shape Up Challenge, where we'll be presenting expert tips, workouts and creative ways to get movin' and groovin'. Click below to learn more!

[Shape Up!](#)



## Get Dirty & Get Inspired With Mudderella

At Balance Bar, we're always looking for fun ways to keep fit. This summer, we're bringing delicious Balance Bar® snacks to some of our favorite fitness-focused events: the Mudderella obstacle-course challenges held throughout the country. Click below to learn how you can win tickets!

[Join Us!](#)

## From Our Department of Perks And

## Recreation...

We're always in your corner, and now we can also be in your inbox. Get a jumpstart on special offers, our latest nutrition bar flavor news and expert advice. It's not a newsletter, it's a perksletter – and your first perk is practically on its way already.

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